

**FIRST 5 - PLACER
CHILDREN and FAMILIES COMMISSION**
11820 Enterprise Drive
Auburn, CA 95603

Meeting Minutes June 14, 2007

Attendees – Commissioners & Staff:

Catherine Goins, Vice-Chair, Commissioner, Childhood Development
Elaine Rowen, Ph.D., Commissioner, Early Education
Kim Haswell, Commissioner, Consumer
Melanie M. Cleary, Commissioner, Lake Tahoe Area
Bob McDonald, Commissioner, Early Intervention
Don Ferretti, First 5 Director
Jo McCormack, Counsel
Nancy Baggett, Staff Support, Administration
Sandy Renz, Staff Support, Administration

Commissioners Not in Attendance:

Jim Holmes, Commissioner, Board of Supervisors, District #3
Richard J. Burton, M.D., M.P.H., Commissioner, Placer County Health Officer
Dayle Edgerton, RN, Commissioner, Child Health Care
Dr. Sandra Naylor-Goodwin, Chair-Commissioner, Children's Behavioral Health

Public Attendees:

Paul McIntyre, KIISS, Kids Involuntarily Inhaling Secondhand Smoke
Jean Carter, KIISS, Kids Involuntarily Inhaling Secondhand Smoke
Francine Nunes, PCOE Local Provider Child Care
Paula Westernen, UC Cooperative Extension UCCE
Vicky Pantels, UC Cooperative Extension UCCE
Anne Stains, Pro Prose
Kaity Carlson, Pro Prose

Call Meeting to Order

Meeting called to order at 5:44 p.m.

I. Public Comment:

Persons may address the Commission on items not on this agenda. Please note that although the Commission is very interested in your concerns, the California Brown Act prohibits the Commission from taking any action this meeting on items not published on this agenda.

None

II. Approval of Minutes:

Motion to approve the minutes from April 5, 2007 meeting.

Cleary/McDonald Unanimous

III. Commission Action Items:

1. 2007-2008 First 5/County MOU

Action Requested:

- Approve the 07-08 First 5/County MOU.

There are no changes to the previous nine-page MOU document itself except for the replacement language, which will allow the Commission to have input in the hiring and firing of First 5 – Placer staff. The new language added to the MOU was developed through conversations between Commissioners Dr. Burton and Sandra Naylor-Goodwin and was read aloud per the handout as follows:

“STAFF SELECTION: Health and Human Services will consult with the Commission in the review and selection of candidates for open positions (Program Manager, Staff Services Analyst, and the Administrative Clerk Journey). The Commission will be provided the opportunity to interview individuals under consideration for assignment to one of the three positions referenced above.”

Questions were raised regarding the new language in the MOU. Through discussion, clarification was made in respect to hiring and firing of First 5 – Placer staff. It is not the First 5 – Placer Commission’s sole decision to fill an open position. It is the County’s decision and authority to hire a Placer County employee; however, the Commission is entitled to be part of that process and participate in the review and selection process. Under the MOU First 5 – Placer staff will be hired as Placer County employees with the Commission having the authority to remove staff under the “just cause” principle. First 5 – Placer staff answers to the Commission but in terms of raises and benefits, that is decided by the County.

Motion to approve the 07-08 First 5/County MOU.

Rowen/Haswell (Vote 4:1 Cleary opposed)

2. 2007-2008 First 5 Commission Budget

Action Requested:

- Approve the 07-08 First 5 Commission Budget

Commissioner Rowen clarifies line item #5 (School Readiness-Kings Beach). Are we getting State funds for School Readiness in the Kings Beach area and are we going to pursue this program?

First 5 - Placer does not receive State dollars for School Readiness. There are school readiness activities happening through our partners however, no resources are used from the state School Readiness funds. If we ever decide to go after the state School Readiness funds, we have a funded program we feel would be a good match.

Motion to approve the 07-08 First 5 Commission Budget

Cleary/McDonald Unanimous

IV. Commission Discussion Items:

The Commission received a letter dated June 1, 2007 from KIISS.

- Kids Involuntarily Inhaling Secondhand Smoke (KIISS) Project Update

Paul McIntyre represented KIISS with an update to the Commission:

In the April Commission meeting, Dr. Burton had brought up concerns with their proposal for a video and PowerPoint presentation. Since the April Commission meeting, KIISS has met with Dr. Burton, Kim, Michael Mulligan, Michael Romero, Pat Orm and discussed the video portion. In addition, he has had a subsequent meeting with Michael Romero and Sheri Crow.

KIISS's only materials used up to this point has been a pamphlet. At this stage, KIISS decided that they wanted to provide a do-it yourself training kit. This training kit would include a video and the video they currently have is outdated being of six to seven years old. KIISS has searched the area and sat down with Placer County to find a replacement video. They would like the ability to use someone else's video but found that it is not out there. KIISS will use the pamphlet, the video and PowerPoint presentation. This was their original proposal and the video is an important key. KIISS will be addressing the Spanish version by offering sub-titles in the video without making two separate videos.

To clarify their proposal, after all the research, KIISS came to the conclusion that they would like to re-submit the grant as is and if the board would like KIISS to find a way to do an additional high school peer to peer video at a cost of \$ 3,000.00 they can send out a bid to the high schools or the parenting classes where the message would be geared more towards their market level. The Commission advised that the amount is fixed.

The Commission had a question regarding addressing the overlap of doing similar functions between KIISS and Health and Human Services that Dr. Burton expressed in the original funding meeting. KIISS relays that their message and materials focus on the effects of second hand smoke whereas Human Services tackles tobacco. The only type of training and education that is addressed by KIISS is the message of secondhand smoke.

The Commissions Executive Director will contact Dr. Burton regarding the KIISS response and add this topic to the calendar for their June 28th meeting. After the E.D. meeting, the KIISS proposal can then be added to the agenda as an action item for the upcoming Commission meeting. The Commission advises that someone from the Commission staff will be contacting KIISS.

- Pro Prose – First 5 Commission Marketing Plan

Anne Staines represented Pro Prose. Pro Prose is a social marketing firm that specializes in changing social behavior by using marketing. At the Commissioners Retreat in May, outcomes, the target audience and the core messages of a First 5 – Placer marketing plan were identified. The main objectives addressed at the Commission Retreat were to: 1) gain recognition of First 5 - Placer as an effective resource for the community; 2) promote the services of First 5 - Placer through funded partners; and 3) promote early childhood development and First 5 brain development messages in the community.

Anne Stains reviewed a draft marketing plan with the Commission. The plan was presented at a \$25,000 level and a \$50,000 level. After discussion, the Commission requested that

Anne Incorporate points made during the discussion into another version of the plan and budget it at the \$50,000.

The action item at the July Commission meeting will be to approve the First 5 Placer Social Marketing Plan and enter into an agreement with Pro Prose to implement the plan.

- Annual Partner Survey

Every year, most likely starting in the fall, we will give our partners the opportunity to give feedback about areas that First 5 - Placer needs to work on as a Commission and about areas in which we are doing really well. We would like to initiate this survey with our new partners to focus on areas that need improvement and areas to keep building on our strengths.

- Commission Planning Retreat Follow-Up Meeting

In July, part of the Commission meeting will be a closed session. In the closed session will be two primary recommendations of staff positions that came out of the staffing study. The closed session will be a discussion. A report will be given in the open session along with a formal action item concerning staffing upgrades. County Counsel advises that the closed session take place at the beginning of the Commission meeting.

V. Commissioner Reports:

Don Ferretti: Brought the Commission up to date with the status of the Children's Health Initiative (CHI). An expected problem is developing in the Tahoe area with the insurance product Health Net. Health Net is having difficulty with establishing a provider network in the Tahoe area. The Tahoe Forest Hospital itself is one of their providers in terms of the facility; however, the physicians groups in the clinic are not. At the present time, the CHI is not up and running. Tahoe Forest Hospital relays that they want about sixty days to review all the documentation. What this means is that there is a delay with Health Nets ability to file with the Department of Managed Health Care. In order to provide the Health Net product, Health Net has to make this filing.

We are planning to convene a community meeting up in the Tahoe area to advocate to the hospitals and physicians to participate. Health Net will develop an advocacy statement document that people can use to guide their advocacy. One of the problems is that there are not a lot of physicians in the Tahoe area in the first place. And secondly, the physicians that are there do not have the administrative staff in their office to handle the paperwork. There is a lot of confusion; apparently the County is going towards managed care Medical so their already receiving forms from the State Medical.

At the July Commission meeting will be present, Ellen Brown with Health Net and Kelly Bennett-Woffard our CHI representative to give the Commission a full update on the CHI program.

Meeting Adjourned: 6:10 pm

For more information concerning these minutes contact Don Ferretti, Director for First 5 Placer at 530.886.1824 or dferrett@placer.ca.gov.

